

area30 and cube30 - two names, one highlight

Both kitchen industry exhibition centres to be closely interconnected from 2018

Each year in the greater East Westphalia-Southern Lower Saxony region, some 220 suppliers present their latest developments for the upcoming kitchen design planning cycle over 30 locations and roughly 55,000 m² of exhibition space. Küchenmeile A30 - exhibition spaces located along the A30 motorway - area30, and making its premiere this year, cube30, draw trade visitors from all over Europe. Preparations are in full swing, and once again, Trendfairs is organising a series of surprises.

Across 9,950 m² of exhibition space at the area30 central trade fair venue in Löhne, around 130 exhibitors and brands have found the ideal location for showcasing their products. More than 12,000 trade visitors have registered for this bundled offer, and as it stands, preparations for the upcoming event from 15 to 20 September 2018 are progressing at full speed.

The area30 exhibition space is exceptionally well booked, and with the registration of the kitchen furniture manufacturer Pino, Trendfairs is once again able to strengthen its profile in this particular industry segment. Alongside Bax, Beckermann and Stengel Küchen, Walden Küchen and Neue Alno will also be present at area30 in East Westphalia. The latter will be welcoming their visitors in the newly created, exclusive cube30 exhibition centre located directly opposite area30.

Together, both events form a single exhibition unit, but cube30 is also available for year-round exhibitions, training or further education. This makes cube30 a modern, premium showroom complex for selected permanent exhibitors. What is more, from the interior of the single-storey, generously designed complex, the entrance of area30 is just a stone's throw away, with just 60 metres between the two.

The two exhibition centres will be connected via a pedestrian crossing on Lübbecke Strasse and a footpath leading directly to both locations. In addition, the green area bordering the area30 complex will be opened, markings placed, and a staircase will compensate for the levelling differences between the two areas. A visit between the two locations couldn't be quicker or easier.

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There have also been some enhancements and alterations at area30. In addition to illustrious names - such as Amica, A.S.K., Berbel, Bora, Compusoft, CoolGiants), Dein Konfigurator, Dornbracht, Elica, Falmecc, Garant, Gorenje, Grohe, Gutmann, Hansgrohe, KüchenTreff, Küche&Co, Küppersbusch, Lechner, Marquardt Küchen, Mayer Sitzmöbel, Naber, Novy, Oranier, Panasonic, Quooker, Refsta, Sagemüller + Rohrer, Schock, Sedia, SHD, Silverline, Spekva, Strasser Steine, Systemceram, Villeroy & Boch, and Vogt - Samsung Electronics will present its installation portfolio with newly formed sales team this year.

There is also change underway in terms of infrastructure: Hall 3, which was constructed just last year, will be further harmonised with existing buildings, enlarging area30. The catering area has been more generously designed, and optimised heating and ventilation technology will be introduced. Parking both in front of and around the area30 exhibition halls will also be further upgraded by means of an asphalted, connecting access and exit road, and additional graveling will be introduced in relevant areas.

"Comfortable" and "whatever the weather" is set to become the motto from this event onwards. Arian Kiesling, Exhibition Manager:

"For the eighth edition of area30, additional improvements will be introduced for both exhibitors and visitors in relation to exhibition hall temperature, parking and catering. And: this year's area30 will be even more diverse: firstly, because of the new exhibitors, and secondly, as a result of the new cube30 exhibition centre. The perfect location of cube30, directly opposite area30, creates the perfect combination: one journey, two exhibition centres".

<https://www.area-30.de>

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Opening hours of the exhibition centres

Küchenmeile A30:	15-21/09/2018	09:00 - 20:00
area30	15-20/09/2018	09:00 - 18:00
cube30	15-20/09/2018	09:00 - 18:00
Gut Böckel	15-20/09/2018	09:00 - 20:00
house4kitchen	15-21/09/2018	09:00 - 20:00
Kaiserpalais (Neff)	15-20/09/2018	09:00 - 20:00
KitchenCenter Löhne	15-21/09/2018	09:00 - 18:00.

Press release downloads can be found [here](#)

Press contact

Michael Rambach

Telephone +49 171 7701014

E-Mail: rambach@trendfairs.de

trendfairs GmbH organises demanding industry events.

The premium trade fair "küchenwohntrends" in Munich (Germany), the regional trade fair "küchenwohntrends" in Salzburg (Austria) and the "area30 and cube30", the order trade fairs for the kitchen industry in Europe.